

Basic offers shown inside limited to smokers 21 years of age or older.

Great offers. Big savings.
It's the simple pleasures that count the most.

04952/02

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16 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**



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P.O. BOX 4126, SCHAMBURG, IL 60168-4126

Forwarding and Return Postage Guaranteed

Bulk Rate
U.S. Postage
PAID
Permit No. 100
Franklin Park, IL

DM121-C2
BASIC AUGUST MAGNET MAILING
W53685
COUPONS/ORDER FORM

999139999999999999

Sample A. Sample

123 Any Street

Anycity, US 12345-1234



*206148

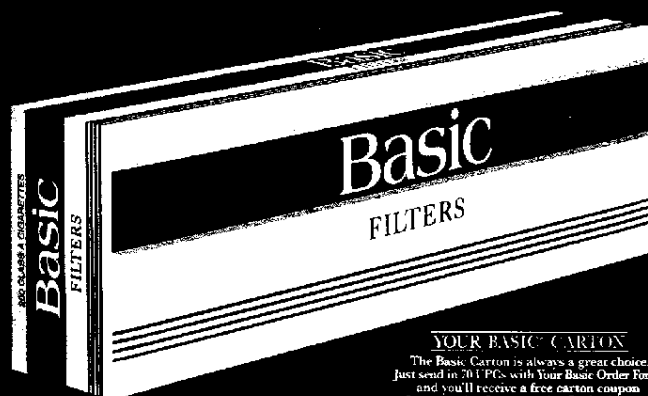
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Be sure to put the handy magnet up on the fridge. It'll help you remember to Keep it Basic.

Keep it Basic



YOUR BASIC CARTON

The Basic Carton is always a great choice. Just send in 70 U.P.C.s with Your Basic Order Form, and you'll receive a free carton coupon for any style of great tasting Basic cigarettes.

70 UPC₅

YOUR BASIC GOOD LOOK

Here's our hooded denim and fleece jacket.
It's a classic, comfortable choice for
men and women. Comes in L or XL.

200 LFCs



YOUR BASIC® LIGHT MUSIC

For something new and different, here's the Power Lite® lantern/radio from Garrity. Includes batteries.

185 UPCs

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

10 mg/g tar, 0.9 mg nicotine av. per cigarette by FTC method.

MANUFACTURER'S COUPON EXPIRES OCTOBER 15, 1991

MANLEY-TREMPER & COLSON, EMBRYO OCTOBER 21, 1982

\$2.00 OFF
CARTON
Get \$2.00 off a carton
of Basic.



MANUFACTURER'S COMPANY: TESTAR'S MONITOR 15 1997

\$1.50^{OFF}
CARTON
Get \$1.50 off a carton
of Basis.



MANUFACTURED BY: **EMERSON ELECTRIC CO.** EMERSON ELECTRIC CO. 1977

\$1.50 OFF
CARTON
Get \$1.50 off a carton
of Basic.



\$1.50 OFF
CARTON OR 5 PACKS
Get \$1.50 off a carton or
five packs of Basic.



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